

Having now describe my invention, I claim:

1. A method for determining marketplace motivation of consumers of a product, brand or service comprising selecting a group representative of consumers of the product, brand or service, conducting one or more discovery sessions with the group wherein a series of questions relative to the product or service are presented to the consumers in the sample to elicit answers, said questions including those intended to elicit answers selected from a group comprising visual images, metaphors and analogies having no direct relevance to the product or service, collecting said answers into a database, evaluating thereafter each answer relative to the product, brand or service to derive possible meanings of each answer, and collecting the possible meanings into a further database, thereafter forming separate subgroups of the group for separately analyzing the derived meanings to synthesize a plurality of derived meanings into a pattern or theme relative to the product or service, thereafter creating a set of subgroups from the original group, with said new set of subgroups further synthesizing the derived meanings into meanings relative to marketplace motivations of the consumers of the product or service.

2. A method of determining marketplace motivations of consumers by evaluating their language and semiotics comprising selecting a representative group of consumers of an item to be evaluated, obtain from the group information indirectly associated with the item selected from a group comprising visual images, metaphors and analogies, collecting the information into a database, analyzing the information in respect to its relevance to the item, to derive possible meanings of the information, and collecting said derived meanings in a further database, separately analyzing segments of said further database to synthesize a pattern or theme relative to the item, separately synthesizing further derived meanings relative to the item using separate groups of derived meanings of said further database, and thereafter determining from said separately derived meanings motivations of the consumers relative to the item.

3. A method of determining motivation of consumer interest in an item by evaluating their language and/or semiotics comprising using three process theory

techniques to solicit nuggets in the form of visual images and metaphors, then evaluating the derived nuggets using word association, metaphors, analogies and/or absurd and irrelevant connections to derive one or more geodes,

5 and analyzing the geodes as they relate to the item of interest using the comparisons with other data combinations of geodes and encoded messages to hypothesize reasons consumers may be motivated as they appear to be relative to the item in question.

4. A method as set forth in claim 1 wherein the consumers are evaluated
10 using a focus group and facilitator.

5. A method as set forth in claim 4 wherein the solicitations of nuggets involves questions that are selected from a group of questions that are provocative, raise provocative notions, do not have direct relevance to the item of interest, and
15 have analogous and indirect relevance to the item of interest.

6. A method as set forth in claim 5 wherein answers to questions are recorded without editorializing or paraphrasing the response.

20 7. A method as set forth in claim 5 wherein the evaluation of the nuggets further involves steps selected from the group comprising drawing pictures, creating collages, role playing, and posing paradoxes.

8. A method as set forth in claim 1 wherein analyzing the geodes involves
25 synthesizing and converging existing geodes into insights of new patterns and combinations of terms having relevance to the item in question.

9. A method as set forth in claim 8 wherein the insights are further synthesized to achieve a rational or meaning more directly relating the previously
30 defined insight into an insight directly relevant to consumer interest in the item.